

IN THE CLAIMS:

Please cancel Claims 1-39 without prejudice to or disclaimer of the subject matter contained therein.

Please add the following new claims.

40. (New) A method for providing location based services in a wireless network comprising the steps of:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said determined location of said mobile unit;

storing prioritization information relating to a priority for presenting service provider information to a subscriber;

based upon said stored prioritization information, prioritizing said first and second service provider information; and

outputting both said first and second service information on said mobile unit based upon said step of prioritizing.

a2 41. (New) A method as set forth in Claim 40, wherein said prioritization information relates to establishing said priority based on proximity of particular service providers to said mobile unit and said step of prioritizing comprises:

providing said location information in a form suitable for distance determinations;
determining a first distance between said mobile unit and said first service provider;
determining a second distance between said mobile unit and said second service provider;

performing a comparison of said first and said second distance; and
determining a presentation of said first and second service information based upon said comparison.

42. (New) A method as set forth in Claim 40, wherein said prioritization information relates to one of, proximity, financial information, service preference information, and a subscriber usage profile.

43. (New) A method as set forth in Claim 40, wherein said prioritization step further comprises accessing stored subscriber defined prioritization criterion information.

44. (New) A method as set forth in Claim 43, wherein said subscriber defined prioritization criterion information includes preferences of said subscriber relative to said service request.

Sub B2 45. (New) A method as set forth in Claim 40, wherein said network assisted location finding technology is operative for analyzing signals communicated between said network platform and said mobile unit, and said step of analyzing comprises utilizing one of a cell/sector,

microcell, angle of arrival, time of arrival, and time delay of arrival technology.

az 46. (New) A method as set forth in Claim 40, wherein said location information regarding said mobile unit is received on said network platform, and said location information originates at least in part from, from location equipment separate from said mobile unit.

47. (New) A method as set forth in Claim 40, wherein location information is received in a first form relating to a topology of said network and said step of identifying comprises converting said location information into a second form and using said converted location information in said second form to locate said first and second service providers.

48. (New) A method as set forth in Claim 40, wherein said identifying step comprises obtaining one of a local condition and a service provider location relative to said location to said mobile unit.

49. (New) A method as set forth in Claim 48, wherein said local condition comprises one of traffic, road, and weather information.

50. (New) A method as set forth in Claim 48, wherein said service location relates to one of food, lodging, store, towing, and service station location.

Sub B 51. (New) A method as set forth in Claim 40, wherein said step of outputting said information comprises causing an audio signal to be transmitted to said mobile unit.

52. (New) A method as set forth in Claim 40, wherein said step of outputting said information comprises causing display information to be transmitted to said mobile unit.

53. (New) A method as set forth in Claim 40, wherein one of said steps of storing and prioritizing is performed on said network platform.

54. (New) A method as set forth in Claim 40, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination

56. (New) A method for use in providing location based services to a communications network user in a wireless network, comprising the steps of:

receiving, on a network platform in communication with a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said location information of said mobile unit;

providing said location information into a form suitable for distance determinations;

determining the distance of each of said first and second service providers relative to said mobile unit; and

outputting both said first and second information to said mobile unit based upon said step of determining distances.

57. (New) A method as set forth in Claim 56, wherein said network assisted location finding technology is operative for analyzing signals communicated between said network platform and said mobile unit, and said step of analyzing comprises utilizing one of a cell/sector, microcell, angle of arrival, time of arrival, and time delay of arrival technology.

58. (New) A method as set forth in Claim 56, wherein said location information regarding said mobile unit is received on said network platform, and said location information

originates at least in part from, from location equipment separate from said mobile unit.

59. (New) A method as set forth in Claim 56, wherein said prioritization information relates to establishing said priority based on proximity of particular service providers to said mobile unit and said step of prioritizing comprises:

providing said location information in a form suitable for distance determinations;

determining a first distance between said mobile unit and said first service provider;

determining a second distance between said mobile unit and said second service provider;

performing a comparison of said first and said second distance; and

determining a presentation of said first and second service information based upon said comparison.

60. (New) A method as set forth in Claim 56, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination and said technology is operative for identifying said location of said mobile unit based on radio frequency transmissions from the mobile unit, wherein location based services are provided to said standard mobile telephone from said integrated location determination equipment.

61. (New) A method as set forth in Claim 56, wherein said network platform comprises a mobile telephone network platform associated with a mobile telephone network switch and said step of receiving comprises receiving a network message transmitted to said network platform from said switch.

62. (New) A method for use in providing location based services to a subscriber of a wireless network, wherein network location information is available within an area of the network based on a network assisted location finding technology, said network assisted location finding technology being operative for determining the location of said wireless transceiver of a subscriber within said area of the network based at least in part on a relationship between a location of the wireless transceiver and a known location of a fixed network structure in said area of the network, said method comprising the steps of:

receiving first location information regarding said wireless unit from a first location finding system for locating wireless units within said network;

receiving second location information regarding said wireless unit from a second location finding system, different from said first location finding system, for locating wireless units within said network, wherein at least one of said first location information and said second location information is based on said fixed network structure;

determining a location of said wireless transceiver by accessing a database that includes said first location information from said first location finding system and said second location information from said second location finding system;

identifying at least one service provider and associated at least one service provider information based upon the determined location of said wireless transceiver; and

transmitting said at least one service provider information to said wireless unit, wherein said wireless unit is used to provide to the subscriber the at least one service provider information based on a current wireless unit location.

63. (New) A method as set forth in claim 55, wherein said location of said wireless transceiver is determined by using said first location information from said first location finding system and said second location information from said second location finding system.

64. (New) A method as set forth in Claim 56, wherein said determining step comprises triangulation analysis.

65. (New) A method as set forth in Claim 56, wherein said determining step comprises a point in a polygon analysis.

66. (New) A method as set forth in Claim 55, further comprising the step of obtaining said current mobile unit location by selecting one of first location information and said second location information.

009076 62020250

determining a first distance between said mobile unit and said first service provider;
determining a second distance between said mobile unit and said second service provider;
comparing said first and said second distance; and
outputting said first and second service provider based upon said comparing step to said mobile unit.

69. (New) A method as set forth in Claim 67, wherein said prioritization criterion is selected from the group comprising one of the following, financial information, service preference information, subscriber usage profile, and subscriber's willingness to receive complementary service information.

70. (New) A method as set forth in Claim 67, wherein said identifying step comprises obtaining one of a local condition and a service provider location relative to said location to said mobile unit.

71. (New) A method as set forth in Claim 70, wherein said local condition comprises one of traffic, road, and weather information.

72. (New) A method as set forth in Claim 70, wherein said service location relates to one of food, lodging, store, towing, and service station location.

Sub 135 } 73. (New) A method as set forth in Claim 67, wherein one of said steps of storing and prioritizing is performed on said network platform.

74. (New) A method as set forth in Claim 67, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination and said technology is operative for identifying said location of said mobile unit based on radio frequency transmissions from the mobile unit, wherein location based services are provided to said